

RESEARCH ARTICLE

Relationship of Indigenous Adventure Sports and Seasonal Events With Inbound Tourism in Gilgit-Baltistan

Ayesha Rehman ^a Basit Ali ^b Zareef Sultana ^c Syed Muhammad Bilal Gillani ^d Mufeez Alam ^e

Abstract: This study looks into how Gilgit-Baltistan, a region rich in natural beauty and cultural heritage, can attract inbound tourists through indigenous adventure sports and seasonal events. Despite Gilgit-Baltistan's potential as a destination for adventure and cultural tourism, the issue of limited tourism development served as the impetus for the study. The underutilization of regional sporting events, a lack of organized marketing plans, and inadequate tourism infrastructure are the main problems. The study's main goals were to determine the preferences of inbound visitors, assess the influence of indigenous adventure sports and seasonal events on traveler behavior, and suggest ways to boost the region's tourism industry. 201 respondents, including both domestic and foreign tourists, were given structured questionnaires as part of a quantitative research methodology. Regression analysis, correlation, and descriptive statistics were used to examine the data. The results show a strong positive correlation between the attraction of inbound tourists, seasonal events, and indigenous adventure sports. Activities like polo matches, mountaineering, jeep rallies, and cultural festivals piqued the interest of tourists. Furthermore, their travel habits were greatly impacted by elements like cultural distinctiveness, affordability, accessibility to event locations, and travel group preferences. The conclusion underlined that Gilgit-Baltistan has the potential to become a top destination for specialized tourism markets with careful planning. Through public-private partnerships and inclusive tourism policies, the study suggests policy-level support, community engagement, infrastructure development, and increased promotion of underrepresented festivals. These actions can have a major impact on Gilgit-Baltistan's economic growth, cultural preservation, and sustainable tourism growth.

Keywords: Adventure Tourism, Indigenous Sports, Adventure Activities, Seasonal Events

Introduction

In the context of major-event tourism, the practice of watching or participating in sports as a visitor has a rich history. Some examples include the Greek Olympic Games, gladiatorial contests during the Roman era, jousting, shooting, and archery contests during the Middle Ages and Renaissance, major horse races starting in the eighteenth century, and the popularity of inter-urban, national, and international team and individual sport competitions starting in the later nineteenth century. The first tourism movement began with the

^a Student, Department of Sport Science and Physical Education, Faculty of Allied Health Sciences, The University of Lahore, Lahore, Punjab, Pakistan.

^b Lecturer, Department of Sport Science and Physical Education, Faculty of Allied Health Sciences, The University of Lahore, Lahore, Punjab, Pakistan.

^c Student, Department of Sport Science and Physical Education, Faculty of Allied Health Sciences, The University of Lahore, Lahore, Punjab, Pakistan.

^d Assistant Professor, Department of Sport Science and Physical Education, Faculty of Allied Health Sciences, The University of Lahore, Lahore, Punjab, Pakistan.

^e Lecturer, Department of Sport Science and Physical Education, Faculty of Allied Health Sciences, The University of Lahore, Lahore, Punjab, Pakistan

establishment of the Olympics in Ancient Greece, followed by a movement of individuals who wanted to watch these events. Because this sort of tourism, which occurs as a result of sports activities, adds significantly to the region's economic and social structure, states engage in extensive lobbying to host the Olympics.

A rising trend is "sporting tourism," in which people purposefully go to a certain location with the main goal of watching and participating in different sporting events (Jamaluddin & Khir, 2023). However, the concept of sport related tourism has become more prominent in the last few years both as an academic field of study and an increasingly popular tourism product (Nasseef et al., 2017). Pakistan's mountain tourist industry has been growing remarkably. Gilgit-Baltistan, a mountainous region in the country's north, offers great travel and leisure opportunities (Ali, 2023). Gilgit-Baltistan is the only country in the world where three famous mountain ranges meet, the Himalayas, the Karakoram, and the Hindukush range. Furthermore This rugged region, marked by its majestic mountains, deep valleys, and pristine rivers, has long attracted adventurers, nature enthusiasts, and travelers seeking both exploration and serenity(Amjad). An exceptional chance to reinterpret Gilgit-Baltistan's tourist landscape is presented by the growing interest in adventure tourism, local sports, and seasonal events.(Hussain et al., 2024).

Historically, Gilgit-Baltistan has functioned as a cultural intersection, situated in a crucial location between the Middle East, South Asia, and Central Asia (Hussain, 2021). This location has shaped not just its vast cultural history, but also the creation of distinctive sports and traditions(Shafiq & Gul, 2024). Indigenous sports in the region, such as Polo, Buzkashi, the Shandur Polo Festival, ice skating, and mountain hiking, are more than just recreational activities; they have deep cultural value and are vital to the local people's identities(Karim et al., 2022). Furthermore Adventure activities like trekking, mountaineering, rock climbing, and river rafting have also become increasingly popular, thanks to the dramatic landscapes and the region's rich biodiversity(Qasim et al., 2024). The surge in adventure travel around the world in recent decades has led to a growth in both domestic and foreign visitors to Gilgit-Baltistan. The region's periodic celebrations, such the Karakoram Festival, the Hunza Festival, and the Shandur Polo Festival, draw thousands of participants and spectators, resulting in a distinctive cultural and economic inflow(Ahmad, 2016).

"Sports tourism is a subset of tourism which describe the travel experience of the visitors who either observers as an audience or as a participant in a sporting event generally involving commercial or non-commercial activities of a competitive nature". Adventure sports tourism is kind of tourism which combines exploration of destination with specific geographic features, landscape, cultural exchange, interaction and engagement with nature and participation in physical challenging and often high-risk outdoor activities. It typically involves monitoring, trekking, bungee jumping, rock climbing, rafting, canoeing, kayaking, mountain biking, bush walk, scuba diving, paragliding. Some indoor adventure activities may also be practiced. Currently, Sports tourism is the fastest growing industry, generating around10% of the world's outlay which has estimated growth rate of 17.5% between 2023 and 2030. In the twenty-first century, sports tourism emerged as a relatively new but rapidly growing sector of the economy that has a significant impact on our nation's socio-economic advancement (Gozalova et al., 2014).

Gilgit-Baltistan has a lot of potential for tourism because of its distinctive combination of indigenous sports, natural beauty, adventurous pursuits, and seasonal events. However, despite its natural beauty and cultural richness, the region's tourism industry remains underdeveloped, largely due to lack of government initiatives, economic driven fan travel behavior and the appeal of these niche attractions (A. Ali, 2023; Jehan et al., 2023). There is a lack of systematic research on how tourists engage in indigenous sports and seasonal events, and how these activities influence their travel decisions (Ali, 2022; Hussain et al., 2017). Indigenous adventure sports and seasonal events was calculated through the frequency of participant, after calculation of these factors we were compare these statistics with past statistical data available with Pakistan tourism developmental corporation (PTDC) and from sport and tourism department Gilgit Baltistan. This study seeks

to fill this gap by exploring the travel behaviors of fans and adventure tourists, and assessing the tourism potential of Gilgit-Baltistan's indigenous sports and seasonal events for sustainable tourism development.

Materials and Methods

This chapter outlines the research methodology for exploring the travel behavior and tourism potential in Gilgit-Baltistan and Skardu, focusing on indigenous sports, adventure activities, and seasonal events.

Place of Work and Facilities Available

The study was conducted in Gilgit-Baltistan and Skardu, which are popular tourist destinations known for their adventure sport tourism, indigenous sports and seasonal events (e.g., Skiing (Naltar), Polo (Shandur Chitral), Jeep Rally (Cold Desert Skardu), Mountain Climbing (K2, Rakaposhi, 8000 Peaks), Trekking (Mountain & Meadows, Gilgit and Skardu), Chilam Joshi Festival, (Kalash Spring Festival), Uchal Festival (Kalash Summer Festival), Ice Hockey (Hunza Ataabad Lake Winter Festival). The research was facilitated through an online survey hosted on Google Forms, allowing for easy data collection from tourists visiting these regions.

Plan of Work and Methodology Adopted

This is a quantitative Survey study using a questionnaire through online surveys in Google form format (Jamaluddin & Khir, 2023b). The research was analyzing tourist motivations, preferences for adventure sports activities, and their perceptions of seasonal events in Gilgit-Baltistan and Skardu. Data was analyzed using descriptive and inferential statistics. The questionnaire was include closed-ended questions and Likert-scale items to quantify travel behavior and preferences (Jamaluddin & Khir, 2023b; Nasseef et al., 2017). Indigenous adventure sports and seasonal events were calculated through the frequency of participant, after calculation of these factors the researcher was compared to these statistics with past statistical data available with Pakistan tourism developmental corporation (PTDC) and from sport and tourism department Gilgit Baltistan.

Parameters/Variables to be Studied

Indigenous adventure sports, seasonal events and inbound tourism in Gilgit Baltistan was studied during this study.

Methods of Data Collection

Data was collected through an online survey using Google Forms. The survey was included both closed ended and Likert-scale questions.

Sample Size

A sample size of 201 respondents was be targeted using Hair sample size formula, (Hair et al., 2019; Kock, 2018) and from population of impulsive behavior, providing sufficient data for statistical analysis.

Sampling Technique and Procedure

The study was using purposive and snowball sampling. The target population includes tourists who have visited Gilgit-Baltistan and Skardu.

Inclusion Criteria

Tourist Status: Individuals who have visited Gilgit-Baltistan or Skardu for adventure sports or seasonal events.

Participation: Engaged (Visit or participate) in at least one indigenous sport or seasonal event.

Health & Mobility: No health conditions or disabilities restricting participation in events or travel.

Economic/Travel Limitations: Tourists having no economic or travel restrictions.

Exclusion Criteria

- Non-tourists:** Individuals who haven't traveled to Gilgit-Baltistan or Skardu for the relevant activities.
- No Participation:** Did not visit or participate in indigenous adventure sports or events.
- Health Conditions:** Significant health issues or disabilities that limit participation in activities.
- Economic/Travel Limitations:** Tourists facing severe economic or travel restrictions.

Statistical Analysis/Test to be Used

- Descriptive Statistics:** To summarize data on demographics and preferences.
 - Chi-Square Test:** To analyze relationships between categorical variables (e.g., age and activity preferences).
 - Correlation and Regression Analysis:** To explore relationships between tourist motivations and preferences.
- Statistical analysis was performed using SPSS.

Results

Table 1

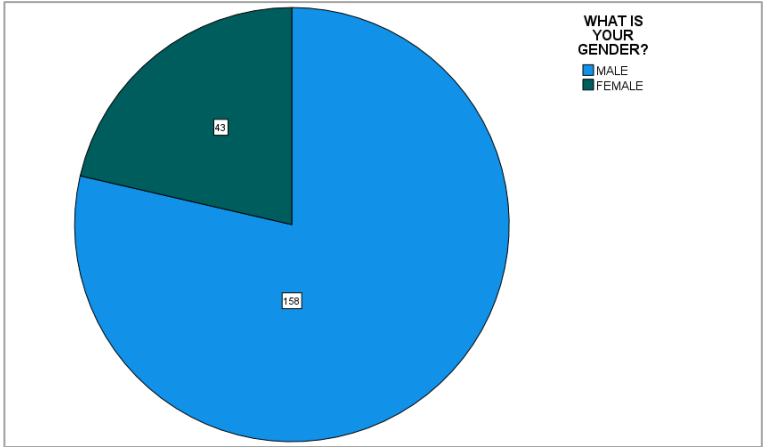
Gender of Participants

	Observed N	Expected N	Residual
MALE	158	100.5	57.5
FEMALE	43	100.5	-57.5
Total	201		

Note: Gender of participants who travel to Gilgit-Baltistan for sports events.

Frequency distribution table 4.1 of gender shows that out of 201 respondents, a significantly higher number were male (n = 158) compared to female (n = 43), resulting in a large residual difference from the expected even distribution (57.5). The imbalance between genders suggests that male tourists are more actively taking part or are interested in seasonal activities and local adventure sports within Gilgit-Baltistan. Based on the study, that could be a portrayal of an adventure tourism taking-participation pattern informed by gender, where men are more likely to take part in tourism activities that are challenging physically or based on risks. That finding is significant to tourism policymakers and planners who are interested in developing inclusive promotion frameworks that further encourage broader participatory involvement by females within the region's adventure tourism industry.

Figure 1



Pie chart indicates the breakdown by gender of the respondents who participated in a study concerning the link between indigenous adventure sport and seasonal events and inbound tourism within Gilgit-Baltistan. There were 158 males among 201 respondents, or 79%, and 43, or 21%, were females. The significant difference between males and females indicates that males are actively taking part in or are attracted to

adventure sport and seasonal events within Gilgit-Baltistan, which might be a consequence of cultural or societal influences impacting travel behavior. The study has significant consequences for tourism policy-makers and planners to come up with inclusive policies to encourage greater female representation within tourism activities within Gilgit-Baltistan.

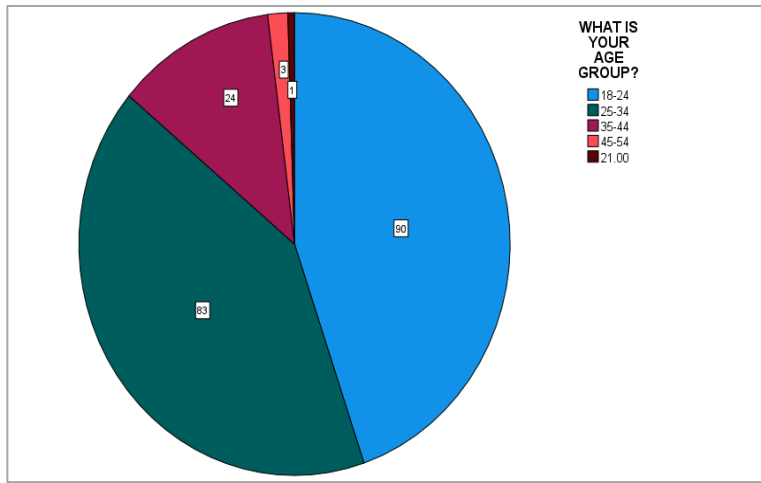
Table 2
what is your age group?

	Observed N	Expected N	Residual
18-24	90	40.2	49.8
25-34	83	40.2	42.8
35-44	24	40.2	-16.2
45-54	3	40.2	-37.2
21.00	1	40.2	-39.2
Total	201		

Note: This table represents the age group of participants who participated in the study.

Table displays respondents' age distribution from the survey of indigenous adventure sport and seasonal events among Gilgit-Baltistan. Information reveals that participants were majorly youth, where 90 respondents (person-18–24) and 83 respondents (person-25–34) were 44.8% and 41.3% respectively, substantially higher from what was predicted, 40.2, for each interval. In contrast, higher age brackets were less represented, particularly those aged 45–54 and data inputting error, an entry of "21.00." The distribution reveals that youth are becoming more actively engaged with tourism and seasonal events, with a special interest among youth and millennials. The results are very important to policymakers and tourism marketers to develop youth-centered strategies to capture this demographic's interest to market Gilgit-Baltistan's sustainable tourism.

Figure 2



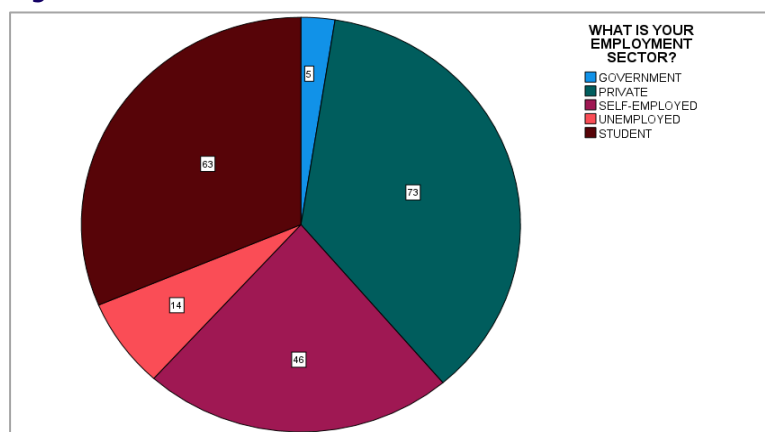
The pie chart indicates the split by age of respondents to a survey of indigenous adventure sport and seasonal events within Gilgit-Baltistan. The largest number of respondents were between 18–24 (90 respondents), with a significantly large number between 25–34 (83 respondents), indicating a predominance by tourism segment among young adults. There were a smaller number aged between 35–44 (24), with limited representation aged between 45–54 (3) and a lone entry coded as being "21.00" (1), which may be a data entry error. The results substantiate those from other sources that youth and early career individuals are more drawn to adventure tourism and seasonal events, but identify a need to shape tourism development policy within Gilgit-Baltistan to attract a vibrant, young segment with a specific set of interests and behaviors.

Table 3*what is your employment sector?*

	Observed N	Expected N	Residual
GOVERNMENT	5	40.2	-35.2
PRIVATE	73	40.2	32.8
SELF-EMPLOYED	46	40.2	5.8
UNEMPLOYED	14	40.2	-26.2
STUDENT	63	40.2	22.8
Total	201		

Note: This table shows the employment sector of participants.

Table demonstrates allocation of tourism sector occupations among visitors to Gilgit-Baltistan for native adventure activities and seasonal activities. It shows that a vast number of their respondents were from the private sector (73) and students population (63), considerably higher than expected number 40.2, indicating their extensive engagement with adventure tourism. On the other hand, govt. employees (5) and jobless individuals (14) were less than representation, which reflects their weak engagement. Individuals who were self-employed (46) were higher by a narrow margin. The findings suggest that youth and economically productive groups, particularly students and individuals from the private sector, are eager to be engaged with adventure activities and seasonal activities within Gilgit-Baltistan, which reflects a demographical pattern helpful to channel focused tourism development and promotion initiatives.

Figure 3

Pie chart indicates sectors of work of those tourists who were studied with reference to indigenous adventure sports and seasonal events of Gilgit-Baltistan. The maximum number of respondents belong to the private sector (73), then students (63) and those who are self-employed (46), so it indicates that tourism interest does prevail among employed individuals and youth. The respondents who are unemployed are less (14) or from the government sector (5), indicating less involvement or participating by way of such tourism activities from the government side. This shows that travel behavior, with reference to how adventure activities and seasonal events impact it, particularly among employed individuals belonging to the private sector and students, as aimed by study.

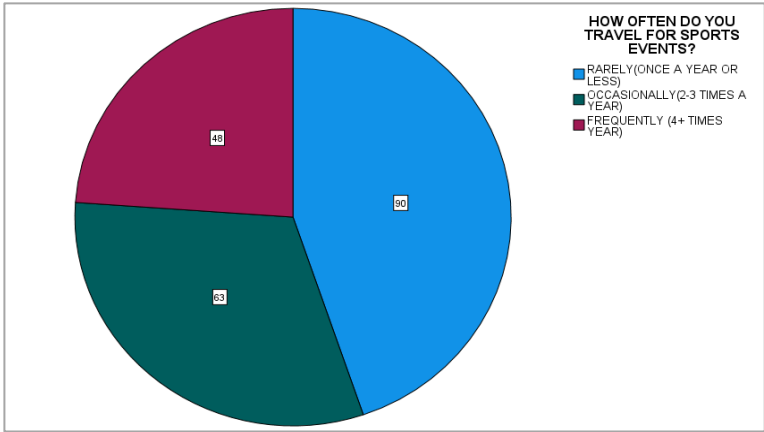
Table 4*How often do you travel for sports events?*

	Observed N	Expected N	Residual
RARELY(ONCE A YEAR OR LESS)	90	67.0	23.0
OCCASIONALLY(2-3 TIMES A YEAR)	63	67.0	-4.0
FREQUENTLY (4+ TIMES YEAR)	48	67.0	-19.0
Total	201		

Note: This table shows how often participants can travel for sports events.

It shows travel frequency to sports events by tourists who travel to Gilgit-Baltistan, which is crucial to comprehend travel pattern associated with indigenous adventure events and seasonal activities. Ninety percent (90) of 201 respondents said they travel rarely (once a year or less), way higher from expected value, reflecting limited but evident exposure to sports tourism. Conversely, 63 respondents said they travel occasionally (2–3 times a year), and 48 travel often (4 or more times a year), both below expected frequency. This indicates that though interest exists regarding sports tourism, it happens to be infrequent among a large number of travelers, and stronger promotion and infrastructure development are called for to transform casual interest into regular action and unlock tourism potential of Gilgit-Baltistan's native events.

Figure 4



The pie chart indicates how regular tourism occurs during sport events within Gilgit-Baltistan's domestically grown adventure tourism. The highest number of respondents (90) travel sparingly (once a year or less often), followed by 63 who travel from time to time (2–3 times a year), and only 48 travel regularly (4 or more times a year). This indicates that, even though interest is present toward sport tourism, it's still sparing among a large number of visitors, leaving space to increase visit number with improved promotion and realization of events. The findings are in alignment with study objectives to identify travel patterns and record a need to establish stronger strategies to turn occasion and rare visitors into regular ones, increasing inbound tourism within the area.

Table 5

Which of the following factors is important for you in motivating your decision to travel for sports events?

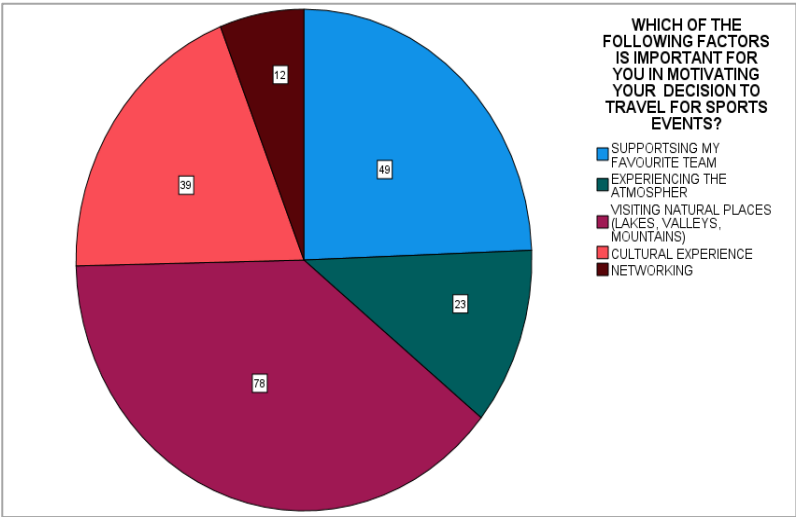
	Observed N	Expected N	Residual
SUPPORTSING MY FAVOURITE TEAM	49	40.2	8.8
EXPERIENCING THE ATMOSPHERE	23	40.2	-17.2
VISITING NATURAL PLACES (LAKES, VALLEYS, MOUNTAINS)	78	40.2	37.8
CULTURAL EXPERIENCE	39	40.2	-1.2
NETWORKING	12	40.2	-28.2
Total	201		

Note: This table shows that the important factors of participants in motivating their decision to travel for sports events.

The table indicates that, among surveyed individuals, most influential reason to attend Gilgit-Baltistan's sport events is "Visiting natural sites (Lakes, Valleys, Mountains)" with 78 individuals selecting it, significantly higher compared to 40.2 anticipated, indicating keen area's landscape interest. Conversely, "Networking" and "Feeling the atmosphere" were significantly lower-than-projected, indicating they are less motivating. Attending a favorite team and seeking culture recorded fair interest. This pattern aligns with research hypothesis that region's natural landscapes and adventurous environment are significant determinants of

inbound tourism attraction, supporting importance attaching to taking advantage of area's natural attractions to sustain tourism growth.

Figure 5



The pie chart shows that the primary reason among sport event visitors to Gilgit-Baltistan is to view natural attractions such as valleys, mountains, and lakes (78 respondents), with those to acquire cultural experiences being next (39) and event atmosphere (49) ranking third. Very few were motivated to support their preferred team (23) or seek business potential (12). This indicates that culture and nature are significant motivational influences behind region-bound sport tourism to support the study's central interest in endemic sport adventure sporting and seasonal events. The research identifies Gilgit-Baltistan's strong potential to attract inbound visitors with its attractions and culture products rather than sporting fandom or social opportunity motives.

Table 6

Which of the following adventure sports and seasonal events you want to attend or attended in past?

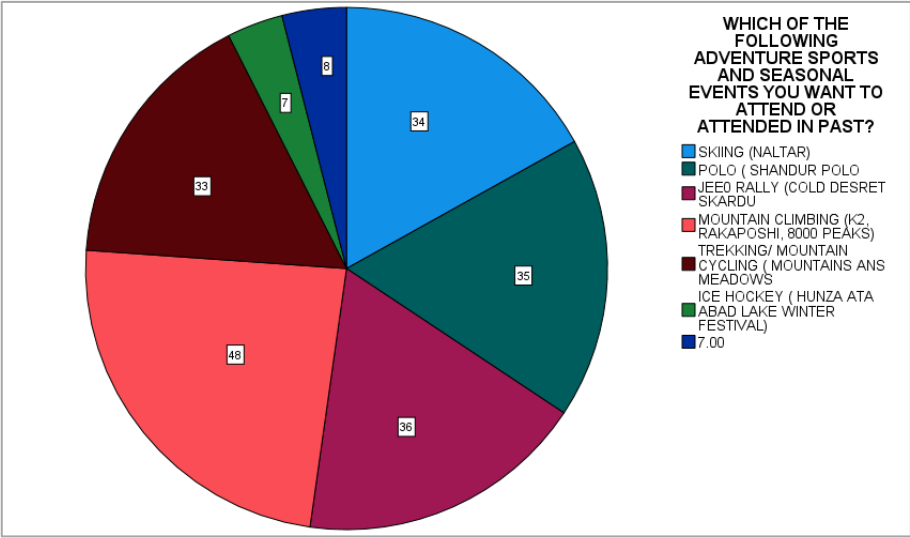
	Observed N	Expected N	Residual
SKIING (NALTAR)	34	28.7	5.3
POLO (SHANDUR POLO	35	28.7	6.3
JEE0 RALLY (COLD DESRET SKARDU	36	28.7	7.3
MOUNTAIN CLIMBING (K2, RAKAPOSHI, 8000 PEAKS)	48	28.7	19.3
TREKKING/ MOUNTAIN CYCLING (MOUNTAINS ANS MEADOWS	33	28.7	4.3
ICE HOCKEY (HUNZA ATA ABAD LAKE WINTER FESTIVAL)	7	28.7	-21.7
7.00	8	28.7	-20.7
Total	201		

Note: This table indicates that the which of the above adventure sports and seasonal events are attended by participants or who wants to attend in future.

The table shows participants' interest and attendance history to various indigenous adventure sporting events and seasonal events within Gilgit-Baltistan. The highest recorded participation remained mountain climbing (48), followed by Jeep Rally Skardu (36) and Shandur Polo Festival (35), indicating a significant interest within robust physically challenging and culture-intensive events. There was a bit higher-than-average interest recorded by skiing (34) and by trek/mountain cycle (33) as well. There was, however, ice hockey during Hunza Ataabad Lake Winter Festival (7) and by Kalash celebrations (8) with considerably less recorded attendance than expected, with large residual values, to suggest that these events are less popular, less accessible, or

less promoted. The finding indicates that though adventure-based activities and high-altitude events are extremely attractive to tourists, selective seasonal events are less exploited with their ethnological values. The imbalance suggests opportunities to be taken by focused promotion initiatives to enhance perceived attractiveness and accessibility to less represented events, with a view to achieve balanced development and sustainably develop tourism within Gilgit-Baltistan.

Figure 6



The pie chart shows that from Gilgit-Baltistan's season events and adventure sports, Trekking/Mountain Cycling (36 respondents) and Jeep Rally in Cold Desert Skardu (48 respondents) were favored or visited the most, followed by Mountain Climbing (35) and Polo at Shandur (34). The lowest participations were seen from among those who took part in Ice Hockey at Attabad Lake (8) and Skiing in Naltar (7). This trend suggests that tourists are lured by high-adrenaline and landscape-focused activities mainly, indicating a strong alignment with Gilgit-Baltistan's challenging landscape and adventure potential. The research proves correct the study hypothesis that indigenous adventure activities and unique events significantly influence inbound tourism behavior and offer focused areas for sustainable development for tourism within the region.

Table 7

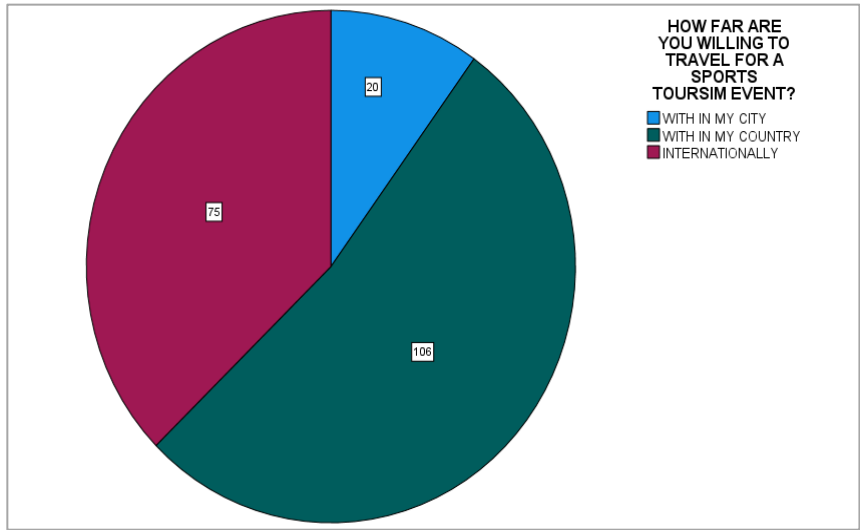
How far are you willing to travel for a sports tourism event?

	Observed N	Expected N	Residual
WITH IN MY CITY	20	67.0	-47.0
WITH IN MY COUNTRY	106	67.0	39.0
INTERNATIONALLY	75	67.0	8.0
Total	201		

Note: This table shows how far participants are willing to travel for a sports tourism event.

Table shows the eagerness among the tourists to travel to sport tourism events in the case of Gilgit-Baltistan's domestic adventure sport and seasonal activities. While 201 respondents were interviewed in total, a vast number of them (106) are eager to travel domestically, followed by 75 willing to travel abroad, and 20 willing to travel domestically. This suggests a keen interest among adventure sport tourists to travel to destinations beyond their area, particularly within Pakistan, thereby providing a vast potential area to promote tourism domestically within Gilgit-Baltistan. The findings are heartening to Gilgit-Baltistan's potential to draw countrywide sport tourism given they are well promoted.

Figure 7



The pie chart reveals that there are a large number of respondents (106 out of 200) who are willing to travel domestically to sport tourism events, then a large number (75) willing to travel abroad, but a small number (20) who are eager to travel to events within their own city. It reveals a strong pattern amongst tourists toward travel within their nation and beyond borders to escape to remote or exotic locations with a distinct culture such as Gilgit-Baltistan. It credits its research aim to evaluate how travel behaviour advances the region to be a significant destination to receive inbound sport tourism, particularly its native and adventure-based products.

Table 8

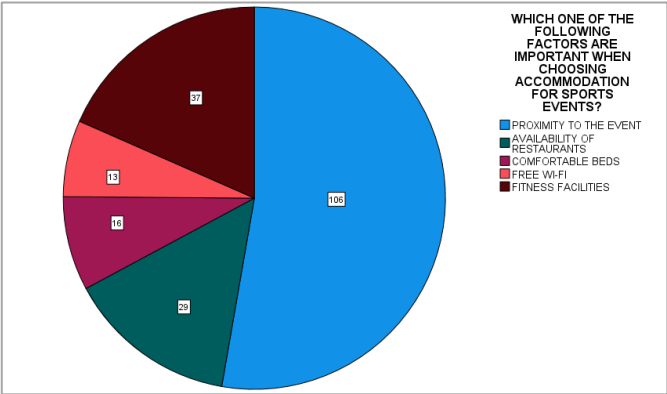
Which one of the following factors are important when choosing accommodation for sports events?

	Observed N	Expected N	Residual
PROXIMITY TO THE EVENT	106	40.2	65.8
AVAILABILITY OF RESTAURANTS	29	40.2	-11.2
COMFORTABLE BEDS	16	40.2	-24.2
FREE WI-FI	13	40.2	-27.2
FITNESS FACILITIES	37	40.2	-3.2
Total	201		

Note: This table shows that which of the above factors are important when choosing accommodation for sports event.

The table reveals that "location near to event venue" represents the highest priority reason behind accommodation choices among sport events visitors by tourists in Gilgit-Baltistan, with 106 respondents among 201 selecting it—if considerably higher compared to expected frequency (40.2). It reveals overwhelming priority that facility to travel and accessibility are important considerations behind travel behavior during seasonal events and indigenous adventure sport travel. On the other hand, aspects including complimentary internet, comfortable bedding, and restaurant availability were very low ranked, reflecting that logistical facility matters to adventure tourists during travel to Gilgit-Baltistan more compared to comfort or digital comfort. The research outcome matters considerably to local tourism planners and accommodation providers to position accommodation facilities closer to venues to attract more incoming tourists and enhance overall tourism travel to Gilgit-Baltistan.

Figure 8



The pie chart indicates being near to event locations to be of greatest importance to choosing where to stay during sport events, as reported by over half of those interviewed (106 out of 200). This tops the list, followed by priority to fit-and-finish facilities (37) and availability of restaurants (29), with comfort beds (16) and free internet (13) being less significant. This indicates adventure travel to Gilgit-Baltistan prioritizes staying close to event locations—the probable reason being unsuitable terrain and time-sensitivity of local sport and seasonal events. The results are compatible with the research's aim to understand tourist behavior and highlight accessibility to event locations to be important to enhancing overall inbound travel to the region.

Table 9

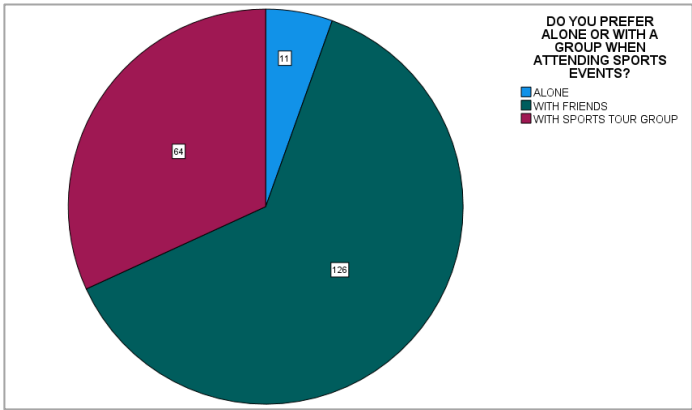
Do you prefer alone or with a group when attending sports events?

	Observed N	Expected N	Residual
ALONE	11	67.0	-56.0
WITH FRIENDS	126	67.0	59.0
WITH SPORTS TOUR GROUP	64	67.0	-3.0
Total	201		

Note: This table shows do participant prefer alone or with a group when attending sports events.

Table shows preference by respondents to join sport events by themselves or with other persons, with a total number of 201 respondents. An overwhelming number (126) are in favor of joining events with their friends, far beyond 67 who were expected, which indicates a strong social element to sport tourism. Only 11 respondents are in favor of traveling solo, 64 are in favor of going with sport tour groups. The research shows that group travel, especially with their friends, is a prominent behavior among Gilgit-Baltistan adventure sport travelers. This finding suggests an emphasis on group packages, oral communications among colleagues, and social factors to shape inbound travel patterns involving local sport and seasonal events within Gilgit-Baltistan.

Figure 9



The pie chart shows that a vast number of respondents (126 out of 200) are likely to attend sport events with their peers, then 64 are likely to travel with a sport tour party, while only 11 respondents are likely to attend such events individually. This shows a dominant pattern toward travel by groups among adventure travelers to Gilgit-Baltistan, with a specific emphasis on social and communal experiences within sport tourism. The research finding supports its objective by indicating that socialization and peer influence have a huge bearing on travel behavior, which could be used to construct focused tourism products and market local sport and seasonal activities within Gilgit-Baltistan.

Table 10

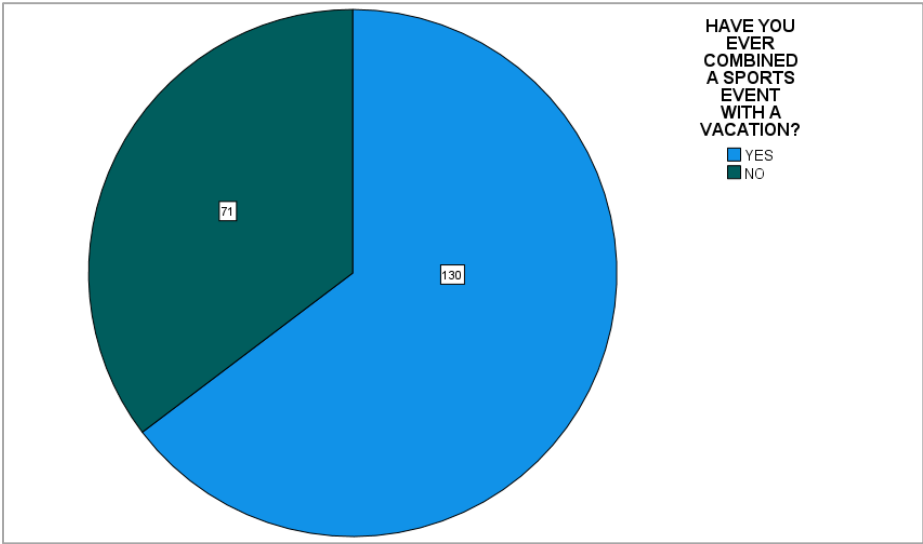
Have you ever combined a sports event with a vacation?

	Observed N	Expected N	Residual
YES	130	100.5	29.5
NO	71	100.5	-29.5
Total	201		

Note: This table shows that participants ever combined a sports event with a vacation.

The table shows that out of 201 visitors, 130 individuals or approximately 65% combined a sporting event with a vacation, and 71 or approximately 35% did not. The derived frequency of “Yes” responses being significantly higher with respect to expected values shows a healthy trend among visitors to combine travel leisure with sport tourism within Gilgit-Baltistan. This practice suggests that event-based seasonal activities and local adventure sport attract visitors during events but serve as a springboard to broader tourism activities. This study contributes evidence to arguments supporting the potential roles by adventure tourism and events to achieve sustainable inbound tourism within Gilgit-Baltistan.

Figure 10



The pie chart shows a large proportion of respondents (130 out of 201) having combined their vacations with sporting events, indicating there is a large overlap between recreational travel and adventure sport tourism within Gilgit-Baltistan. This shows that local adventure sport and seasonal activities are worth motivating visitors, further substantiating the region's potential to act as a niche destination for sport-related tourism. The high proportion of visitors having combined tourism with sport reaffirms travel behavior research and shows the attractiveness of packaging cultural and natural attractions, which can be capitalized upon to develop Gilgit-Baltistan's tourism sustainably.

Table 11

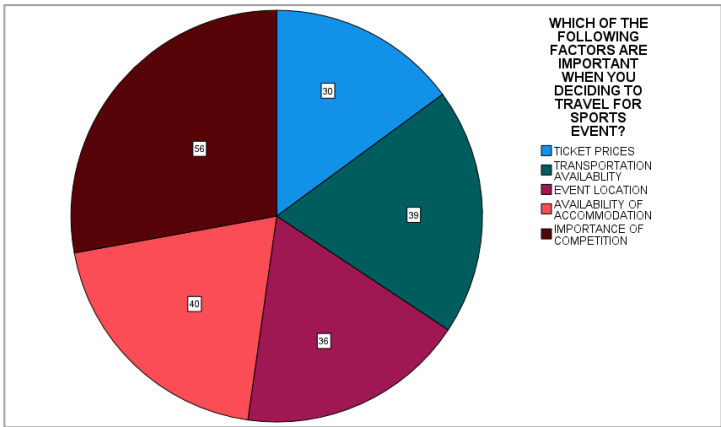
Which of the following factors are important when you deciding to travel for sports event?

	Observed N	Expected N	Residual
TICKET PRICES	30	40.2	-10.2
TRANSPORTATION AVAILABILITY	39	40.2	-1.2
EVENT LOCATION	36	40.2	-4.2
AVAILABILITY OF ACCOMMODATION	40	40.2	-.2
IMPORTANCE OF COMPETITION	56	40.2	15.8
Total	201		

Note: This table shows that which factors are important when you deciding to travel for sports event.

Table gives evidence to support how significant several factors were to travel-considering respondents to a sport event within tourism to Gilgit-Baltistan. Total respondents being 201, the “Importance of Competition” was by far the predominant influence to travel with 56 respondents prioritising it way beyond expectation, indicating competitive events remain a significant pull among tourists. In contrast, “Ticket Prices,” “Event Location,” and “Transport Availability” were less significant than expected with negative residuals, indicating they were quite less deciding travel factors. “Availability of Accommodation” was almost constant with expectations. The findings indicate Gilgit-Baltistan's visitors are motivated by event excellence and competitiveness and less by economy and accessibility, giving informed guidance to event managers and tourism developers seeking to lure inbound travel with local adventure sport and seasonal events.

Figure 11



The chart shows that among major determinants to influence tourists' travel intentions to Gilgit-Baltistan to watch sport events, competition importance leads, followed by accommodation accessibility and transportation accessibility, with less prioritized ticket prices and event destination, demonstrating that tourists are motivated by the excellence and worthiness of local adventure sport and seasonal events per se, with logistical factors such as accommodation and transport also taking significant roles, with a aim to promote region's inbound travel by increasing event competitiveness and ancillary infrastructure.

Table 12

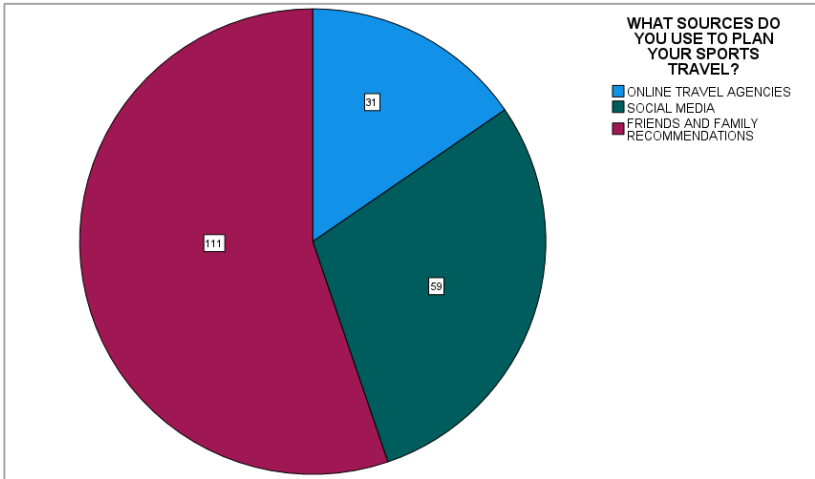
What sources do you use to plan your sports travel?

	Observed N	Expected N	Residual
ONLINE TRAVEL AGENCIES	31	67.0	-36.0
SOCIAL MEDIA	59	67.0	-8.0
FRIENDS AND FAMILY RECOMMENDATIONS	111	67.0	44.0
Total	201		

Note: This table shows that what sources used to plan sports travel.

Table shows sources of information used by tourists to organize their sport travel within the framework of local adventure sport and season-specific events within Gilgit-Baltistan. Out of 201 respondents, a large 111 make use of recommendations from family and friends, much higher than anticipated, indicating strong word-of-mouth influence behind travel decisions. 59 respondents make use of social media, less than anticipated, but 31 respondents made use of travel agencies, way below anticipated. The evidence suggests personal networks and unofficial sources play a more significant role than digital or commercial sources in shaping tourist behavior across the region, with specific reference to the contribution that areas-based promotion can make to sustaining inbound tourism.

Figure 12



The chart shows that among sources that sport travel planners among visitors use, recommendations by relatives and friends are those they are likely to believe most (111 respondents), then social media (59 respondents), with lowest use being from travel agencies that work from the internet (31 respondents). It shows that personal ties and social networks are significant factors where travel plans with indigenous adventure activities and seasonal activities are involved, and that there should be promotion through word-of-mouth and social media to further develop inbound travel to the area.

Table 13

How important is value for money when choosing a sports event to attend?

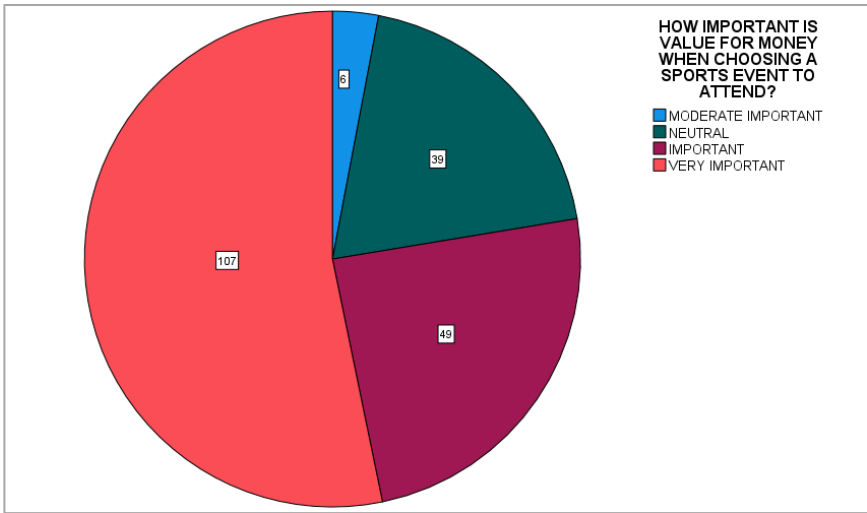
	Observed N	Expected N	Residual
MODERATE IMPORTANT	6	50.3	-44.2
NEUTRAL	39	50.3	-11.2
IMPORTANT	49	50.3	-1.2
VERY IMPORTANT	107	50.3	56.8
Total	201		

Note: This table shows that how important value of money when choosing a sports event.

The table indicates participants’ perceptions toward value for money being important to them when deciding which sport event to attend, a critical aspect to comprehend tourist behavior within Gilgit-Baltistan's adventure and seasonal tourism scenario. There were 201 respondents, where a large number of them (107) considered value for money as being "Very Important," with 49 considering it as being "Important," which shows that financial savvy represents a significant consideration among adventure tourists. Very few considered it as being "Moderate Important" (6), and 39 were taken to be those who are "Neutral." The residual values indicate a strong positive deviation where “Very Important” exists and negative deviations where all other categories lie, highlighting that a large number of tourists are keen to prioritize financial

value to make travel decisions. This observation is crucial to tourism planners who seek to develop affordable and attractive packages to enhance inbound tourism within the region.

Figure 13



The chart indicates that a significant proportion of respondents (53.5%) find value for money very important in their choosing a sporting event to attend, followed by 24.5% who find it important, indicating high-cost sensitivity by adventure tourists to Gilgit-Baltistan. Fewer rated it as neutral (19.5%) or moderately important (3%), with none finding it unimportant. These further stresses that affordability remains a deciding factor in travel decisions among local adventure sport and seasonal events travel to Gilgit-Baltistan, with a demand for competitive pricing strategies to lure increased inbound tourism and achieve higher attendance to these niche attractions.

Table 14

How important is destination's popularity when deciding to travel for a sports event?

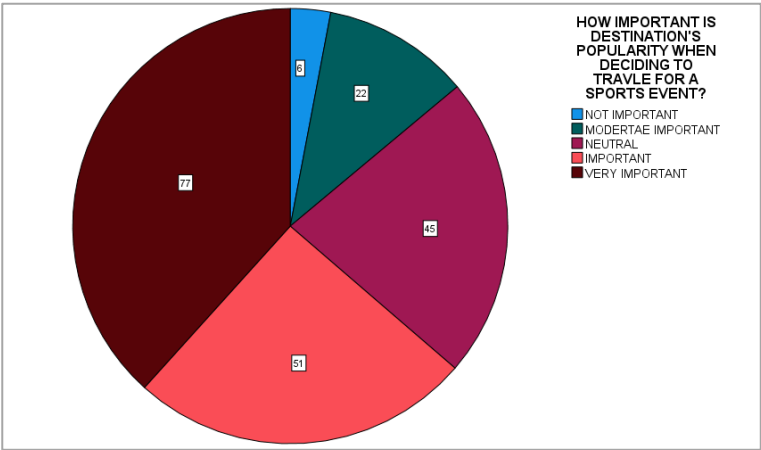
	Observed N	Expected N	Residual
NOT IMPORTANT	6	40.2	-34.2
MODERTAE IMPORTANT	22	40.2	-18.2
NEUTRAL	45	40.2	4.8
IMPORTANT	51	40.2	10.8
VERY IMPORTANT	77	40.2	36.8
Total	201		

Note: This table shows that how important is destination’s popularity for participants when deciding to travel a sports event.

The table indicates participants’ perceptions concerning a destination's popularity being significant to them during their travel-for-sports-event decisions, within an indigenous adventure tourism context applicable to Gilgit-Baltistan. Ninety-four percent, or 77, out of 201 respondents perceived destination popularity to be "Very Important," with 51 respondents finding it to be "Important." Very few found it to be "Neutral" (45), with only 22 making it to be their perception to be "Moderately Important" and 6 finding it to be just "Not Important." This indicates destination popularity remains a critical factor determining tourists’ travel decisions concerning events to watch in Gilgit-Baltistan. Thus, popularization and promotion increase of

Gilgit-Baltistan's unique events, including its culture and sporting events, could significantly increase its attractiveness and foster inbound tourism.

Figure 14



The chart indicates that a vast number of respondents consider a destination's popularity to be very important (77 replies) or important (51 replies) to travel to a sport event, implying that popular destinations such as Gilgit-Baltistan are extremely attractive to sport travelers. Few considered a destination's popularity to be neutral (45), moderately important (22), or unimportant (6), demonstrating diverse travel motivations. This implies that rising visibility and reputation of local adventure activities and seasonal events within Gilgit-Baltistan could extremely effectively contribute to inbound tourism by creating fan travel patterns and attracting more adventure travelers.

Table 15

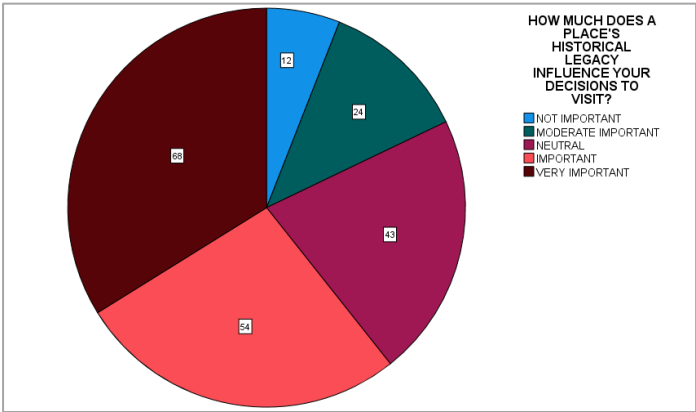
How much does a place's historical legacy influence your decisions to visit?

	Observed N	Expected N	Residual
not important	12	40.2	-28.2
moderate important	24	40.2	-16.2
neutral	43	40.2	2.8
important	54	40.2	13.8
very important	68	40.2	27.8
total	201		

Note: This table shows how much dose a place’s historical legacy influences your decisions to visit.

Table indicates respondents' perception toward how history impacts their willingness to travel to a sport tourism destination in Gilgit-Baltistan. In a question posed to 201 respondents, a huge number weighed historical legacy as either “Important” (54) or “Very Important” (68), both more than expected 40.2, indicating a tendency to travel to destinations that are historically or culturally important. Few respondents perceived it to be a “Moderately Important” aspect (24) or a “Not Important” feature (12), however, but still a significant number of visitors are inclined to be attracted by more than just adventure sport and seasonal activities but also by appreciating history and culture within a destination. This indicates that tourism authorities should add historical narratives and heritage values to their promotion concerning local adventure activities to increase Gilgit-Baltistan's tourism potential.

Figure 15



The chart reveals that a vast number of visitors to Gilgit-Baltistan consider a region's history very important or important to their trip, with 68 considering it very important and 54 important. Few are neutral regarding it (43) relative to those who consider historical heritage moderately important (24) or unimportant (12). This suggests that Gilgit-Baltistan's rich cultural and history heritage impacts inbound travel decisions significantly, supporting local adventure sport and seasonal activities with a cultural basis to attract and inspire visitors, thus allowing for sustainable travel development.

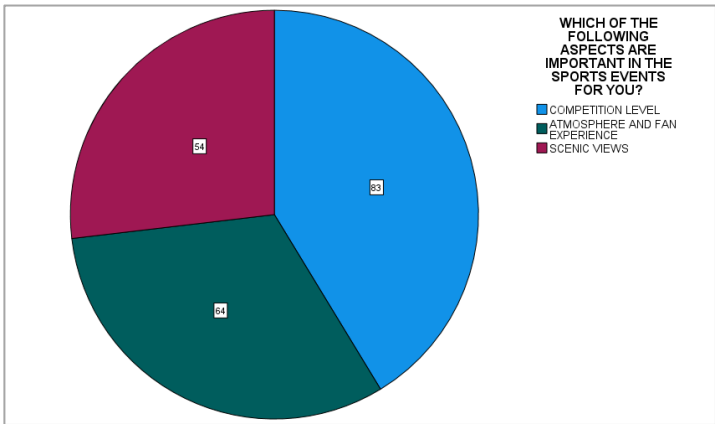
Table 16

Which of the Following Aspects are Important in the Sports Events for You?

	Observed N	Expected N	Residual
COMPETITION LEVEL	83	67.0	16.0
ATMOSPHERE AND FAN EXPERIENCE	64	67.0	-3.0
SCENIC VIEWS	54	67.0	-13.0
Total	201		

The data demonstrates that, from 201 respondents who were questioned regarding important sporting event characteristics within Gilgit-Baltistan, 83 listed competition levels first, with 16 more than were anticipated (67). This indicates a strong interest within premium, competitive sporting events. Atmosphere/fan experience was listed by 64 respondents, very near expectations, while scenic views, although relevant within naturally beautiful surroundings, were chosen by just 54 respondents—13 fewer than were anticipated. The results indicate the fact that, although Gilgit-Baltistan's scenic environment provides valuable added advantage, visitors are more drawn by competition levels and sport competition superiority. This finding supports the fact that promoting competitive local sport organization and promotion could further contribute to inbound tourism.

Figure 16



The chart indicates that among significant factors to influence tourists’ experience during sporting events in Gilgit-Baltistan, competition levels are significant factors (83 respondents), followed by environment/fan experience (64 respondents), and views/sculptures (54 respondents). It indicates that even though scenic beauty is a variable, visitors are concerned with competition levels and lively atmospheres, something that reflects favorably on properly planned local adventure games and seasonal activities to attract inbound tourism to arrive.

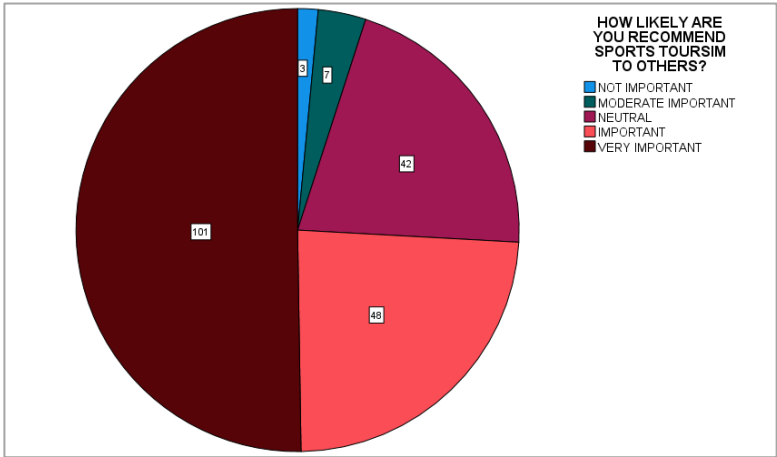
Table 17
How likely are you recommend sports tourism to others?

	Observed N	Expected N	Residual
NOT IMPORTANT	3	40.2	-37.2
MODERATE IMPORTANT	7	40.2	-33.2
NEUTRAL	42	40.2	1.8
IMPORTANT	48	40.2	7.8
VERY IMPORTANT	101	40.2	60.8
Total	201		

Note: This table shows that how participants recommended sports tourism to others.

The table shows respondents’ intentions to recommend sport tourism to others, a consideration to evaluate word-of-mouth promotion within an inbound tourism context to Gilgit-Baltistan. Out of 201 respondents, an overwhelming number (101) assigned sport tourism a position of being "Very Important," 48 assigned it a position of being "Important," very few assigned it a position of being just "Not Important" (3) or just a position of a "Moderate Importance" (7). The large positive residual to be ranked as a "Very Important" position (+60.8) and negative residuals to position below are indicative that sport tourism has very high priority with visitors, suggesting large potential to be promoted naturally by visitor satisfaction. This supports a role for local adventure sport and seasonal events to be ranked as a key tool to improve tourism attractiveness to Gilgit-Baltistan.

Figure 17



The graph shows that a large number of respondents find sport tourism very important, with a huge number assessing it as "Important" (101) or as "Very Important" (48) and a significant number being neutral (42). Very few were willing to rate it as "Moderate" or as "Not Important." This indicates a strong positive sentiment among sport tourists to promote sport tourism, further substantiating the study's focus to tap into such niche events and adventure activities exclusive to Gilgit-Baltistan to responsibly develop tourism within the region.

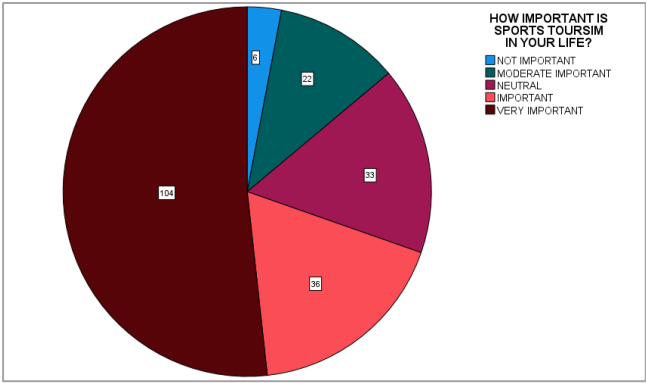
Table 18
How important is sports tourism in your life?

	Observed N	Expected N	Residual
NOT IMPORTANT	6	40.2	-34.2
MODERATE IMPORTANT	22	40.2	-18.2
NEUTRAL	33	40.2	-7.2
IMPORTANT	36	40.2	-4.2
VERY IMPORTANT	104	40.2	63.8
Total	201		

Note: This table shows how important is sports tourism in participants life.

The table reveals responses to the question, "How important is sport tourism to you?" amongst 201 respondents in the construct of travel in Gilgit-Baltistan. The overwhelming number (104) of respondents who reported that sport tourism was "Very Important" was well over that expected by a frequency of 40.2, indicating a strong personal importance attached to travel connected with sport. Conversely, categories such as "Not Important" (6) and "Moderately Important" (22) were well below their count expected, indicative of a small extent of disinterest or indifference. The extremely strong skew to the "Very Important" category indicates a very high sport tourism motivation, substantiating the relevance of indigenous adventure sport and seasonal events within determinants of travel behaviour and increasing inbound tourism potential within Gilgit-Baltistan.

Figure 18



The pie chart indicates just how important sports tourism is to visitors who travel to Gilgit-Baltistan, with a vast percentage (104 visitors) finding it very important, 36 important, 33 neutral, 22 moderately important, and only 6 finding it unimportant. This identifies local adventure sport and seasonal events as being extremely important to visitors, substantiating research hypothesis regarding their influential impact on travel behavior and their ability to promote Gilgit-Baltistan inbound tourism with responsible development of these niche activities.

Table 20

Test Statistics																		
	WHAT IS YOUR GENDER?	WHAT IS YOUR AGE GROUP?	WHAT IS YOUR EMPLOYMENT SECTOR?	HOW OFTEN DO YOU TRAVEL FOR SPORTS EVENTS?	WHICH OF THE FOLLOWING FACTORS IS IMPORTANT FOR YOU IN MOTIVATING YOUR DECISION TO TRAVEL FOR SPORTS EVENTS?	WHICH OF THE FOLLOWING ADVENTURE SPORTS AND SEASONAL EVENTS YOU WANT TO ATTEND OR ATTENDED IN PAST?	HOW FAR ARE YOU WILLING TO TRAVEL FOR A SPORTS TOURISM EVENT?	WHICH ONE OF THE FOLLOWING FACTORS ARE IMPORTANT WHEN CHOOSING ACCOMMODATION FOR SPORTS EVENTS?	DO YOU PREFER ALONE OR WITH A GROUP WHEN ATTENDING SPORTS EVENTS?	HAVE YOU EVER COMBINED A SPORTS EVENT WITH A VACATION?	WHICH OF THE FOLLOWING FACTORS ARE IMPORTANT WHEN YOU DECIDING TO TRAVEL FOR SPORTS EVENT?	WHAT SOURCES DO YOU USE TO PLAN YOUR SPORTS TRAVEL?	HOW IMPORTANT IS VALUE FOR MONEY WHEN CHOOSING A SPORTS EVENT TO ATTEND?	HOW IMPORTANT IS DESTINATION'S POPULARITY WHEN DECIDING TO TRAVEL FOR A SPORTS EVENT?	HOW MUCH DOES A PLACE'S HISTORICAL LEGACY INFLUENCE YOUR DECISIONS TO VISIT?	WHICH OF THE FOLLOWING ASPECTS ARE IMPORTANT IN THE SPORTS EVENTS FOR YOU?	HOW LIKELY ARE YOU RECOMMENDING SPORTS TOURISM TO OTHERS?	HOW IMPORTANT IS SPORTS TOURISM IN YOUR LIFE?
Chi-Square	65.786 ^a	186.438 ^b	88.428 ^b	13.522 ^c	64.647 ^b	49.154 ^d	56.627 ^a	144.050 ^b	98.886 ^a	17.318 ^a	9.274 ^b	49.194 ^a	105.607 ^a	74.498 ^b	50.468 ^b	6.478 ^b	155.393 ^b	140.318 ^b
df	1	4	4	2	4	6	2	4	2	1	4	2	3	4	4	2	4	4
Asymp. Sig.	<.001	<.001	<.001	.001	<.001	<.001	<.001	<.001	<.001	<.001	.055	<.001	<.001	<.001	<.001	.039	<.001	<.001
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 100.5.																		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.2.																		
c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 67.0.																		
d. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 28.7.																		
e. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.3.																		

Chi-Square tests results listed in table 4.20 reveal statistically significant relationships ($p < .05$) between almost all researched study variables, including gender, age group, industry sector, travel occasion, motivational factors, preferred events, travel distance, accommodation preference, travel behavior by groups, and others. It indicates that travel behavior and demographic characteristics significantly influence tourists' involvement with indigenous adventure activities and seasonal events during a trip to Gilgit-Baltistan. It should be particularly noted that critical tourism deciding factors, including value for money, destination popularity, historical heritage, and event factors (e.g., landscape and atmosphere) are also statistically significant, resolving their overwhelming role within developing inbound tourism trends. One variable, however, factors affecting travel decisions, almost achieved a significance threshold ($p = .055$), indicating a weak association. Throughout, these findings significantly validate research goals that travel motivations and travel preference are significantly related with taking part with indigenous events, and they highlight tourism potential within Gilgit-Baltistan's unique adventure- and culture-based offerings.

Discussion

This study explored a relationship between indigenous adventure events, seasonal events, and inbound tourism market within Gilgit-Baltistan. The findings present strong evidence that some demographic groups particularly young men, students, and employees from the private sector are most engaged across adventure tourism events within Gilgit-Baltistan. This supports international trends across tourism where youth travelers are yearning more action- and culture-immersive events. The analysis shows that a desire to witness natural landscapes, competitive events, and culture remains highest among international visitors. The events across mountain climbing, jeep rally, and polo were the most attractive, suggesting a strong demand across visitors to be challenged and to see real events. On a contrasting note, events including ice hockey and culture events (e.g., Kalash events) reflected poor attendance, suggesting poor accessibility, poor publicity, or poor promotion. Travel patterns showed that a huge number of visitors are seasonal or one-time visitors, particularly for visitors visiting to see or view sport events, suggesting a potential area to tap more with better facility, promotion, and accessibility. The travel preference further favored heavy domestic travel, travel with a team of companions, and travel proximity to event venues suggesting that facility accessibility and social element are significant considerations impacting attendance. Value money, destination reputation, and history affected destination choosing by international visitors to a significant extent. The study reveals international visitors are yearning to be adventurous but equally interested to search for culture and economic appropriateness. Word-of-mouth from families and particularly from their associates/friends were perceived to be largely influential among travel planning tool, suggesting an imperative to embrace a consumer-oriented, village-based, rather commercial-based, marketing approach. Chi-square analysis also substantiated statistically significant association between travel behavior and demographic attributes, providing evidence that travel motives and event preferences are neither by coincidence nor arbitrarily but are affected by certain personal and social attributes. This further supports a case to create tailor-made marketing, infrastructure, and even inclusive events programming to significantly enhance inbound tourism within Gilgit-Baltistan. The study finding broadly supports that there exists a significant study hypothesis that seasonal events and indigenous adventure events are important to international visitors to Gilgit-Baltistan. To realize this potential, local authorities, tourism operators, and event organizers should focus on promoting less publicized events, increasing accessibility, and creating inclusive, value-for-money events that are compatible with tourist preferences.

Conclusion

The present study explored the influences of adventure activities and seasonal events within Gilgit-Baltistan on inbound tourism. The present work established a strong link between travel habits among tourism visitors and country-specific activities, scenic beauty, and country-specific sporting activities. The vast majority were

young, healthy, and lured by unique events within Gilgit-Baltistan, such as mountain climbing, trekking, jeep rally events, and polo games. The present work established that adventure activities and country-specific tourism are new trends among international and national visitors. However, these new potential sources are exploited poorly due to inefficient promotion, infrastructure challenges, and inefficient tourism planning. The present work determines that tourism visitors view facility proximity to venues, travel with a company, economy, and popularity and history of destinations as crucial. In summary, local seasonal events and adventure activities are key to Gilgit-Baltistan's tourism promotion. If effectively developed, they serve as hub activities toward sustaining tourism development within Gilgit-Baltistan.

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